Time for makers to push for containment law, he says

Bieber asks aid on health-care costs

By Marjorie Sorge
Labor Editor

The UAW, not the auto companies, has led the way for health care cost containment in the U. S., and it is time those companies joined the union in pushing for national legislation to lower that cost, UAW President Owen Bieber told the Economic Club of Detroit.

"The UAW had to drag the companies kicking and screaming to major actions to curb health care costs," Bieber said. "And now these Johnny-come-latelys want to take the credit and give the workers the blame."

He said the companies "are screaming like stuck pigs for concessions on that front (health care). But the workers aren't responsible for skyrocketing health care costs, and they shouldn't be asked to bear the burden."

His audience included not only benefits people from each of the Big Three, but also Howard Kehrl, General Motors vice chairman, who sat next to Bieber on the dias, and Peter J. Pestillo, Ford labor relations vice president, who also sat at the head table.

Those people were especially interested in what Bieber had to say about bargaining terms in this year's contract negotiations. He told them the UAW would not agree to co-pays and deductibles because they "merely shift the cost from the insurer to the patient." And, he said, it will not result in a cost savings.

UAW contracts with Ford and General Motors expire Sept. 14. The Chrysler agreement ends Sept. 14, 1985.

Bieber said he is optimistic and believes the UAW and the Big Two can reach an agreement this year without a strike.

Both sides have already hinted that health care costs will play a major role in this year's bargaining. Bieber blamed the soaring costs on the providers.

He said the hospitals are overbuilding and over-bedding; that hospitals pass on to third-party payers all increases in cost; that over-utilization of medical procedures is provider-generated, and that the providers are charging whatever the market will bear.

"Whether at the national level or in bargaining, we've got to focus not on the consumers of care but on the system and the providers of care who are the real decision-makers," he said.

According to Bieber, the only long-term answer is a universal National Health Insurance which the auto companies have not yet supported. He urged them to support the Kennedy-Gephardt Bill and the C-H-E-C Cost-Containment Bills now in Congress. Those bills are aimed at reducing health care costs.

In a press conference before his speech, Bieber also challenged auto industry leaders to sit down with the providers and find ways to cut costs. If that is done, he said, he will form a panel of his counterparts and all three could sit down together and try to work it out.

Hayes to return to Ford Europe as vice chairman

DEARBORN — Walter Hayes, 59, will return to England June 1 as vice chairman of the board and a director of Ford of Europe, Inc.

That is the position he held before coming to the U.S. in 1980 as public affairs vice president of Ford Motor Co. Hayes' successor in the U.S. post has not been announced.

At Ford of Europe, Hayes will be responsible for external affairs with emphasis on public and governmental affairs and European motor sports. He will continue as a vice president of Ford Motor Co.

Hayes joined Ford of Britain in 1962, became a director in 1965 and was named public affairs vice president for Ford of Europe in 1968. He was promoted to vice chairman in 1976 and was elected a vice president of Ford Motor Co. in 1977.

He was a director of Ford Advanced Vehicles, Ltd., the company formed to build the Le Mans-winning Ford GT40.

Riegle attacks Baldrige for stand on quotas

WASHINGTON — Senator Donald Riegle, Michigan Democrat, has blasted Commerce Secretary Malcolm Baldrige's recent statement that Japanese car imports should not be restricted for a fifth year.

The fourth year of restraints expires April 1, 1985.

"I predicted that if reelected in November, President Reagan would then completely open the floodgates for Japanese auto imports," Riegle said in the Congressional Record.

"I am sorry to say that recent comments by Secretary Malcolm Baldrige tend to support that prediction."

Every industrialized Western nation has a tougher policy on Japanese car imports than the U. S., according to Riegle.

• While the Administration appears willing to blindly pursue free trade, it has been far from aggressive with regard to fair trade," he said.

"Japanese tax policies, a costly yen-dollar imbalance and an assortment of non-tariff barriers continue to make it virtually impossible for the American auto industry to compete with the Japanese on an even footing."

Baldrige made his comments on the Japanese restraints earlier this month to a group of reporters, adding that he was expressing his personal opinion.

Riegle included in his statement a letter to Baldrige from Chrysler Chairman Lee Iacocca, urging the Commerce Secretary to reconsider his stand on the matter.

"The continuation of such restraints is absolutely essential until our government takes those steps which are necessary to provide a level playing field in Japanese-U. S. trade relations," Iacocca said in his letter.

The current U. S. auto trade deficit with Japan is $15 billion, he added, and will go to $30 billion within two years if voluntary restraints are canceled.

House subcommittee debates air-bag price and volume

Continued from Page 4

million could produce modules at the rate of one million a year. The manufacturing cost (sensor/initiator at $5 plus gas generator at $15 plus air-bag cover/mounting plate at $8 totals $28) including a 15 percent manufacturing profit comes to $32. Adding a 30 percent dealer/distribution profit and a $5 installation charge comes to less than $50.

David Romeo, president of Romeo Kogyo, which holds a contract with NHTSA for retrofit of police cars with driver-only systems, said he has shipped about 150 systems, has another 100 on the road, and has done training in installation in four states.

• Robert F. McDermott, head of U. S. Automobile Assn., said his company — the nation's seventh largest auto insurer—is buying 150 air-bagged Tempos and will retrofit several existing cars with the Romeo-Kogyo system. McDermott, who is also chairman of the National Assn. of Independent Insurers, is encouraging other insurance companies to take similar actions. He is also talking to the National Assn. of Fleet Administrators to encourage more fleet purchases of air-bagged Tempos.

California State Senator Diane E. Watson spoke of her attempt to require air bags in all state-owned or leased vehicles starting with '86 models and requiring those investigating accidents to report on the safety restraints in the vehicle and its use.

Michael Finkelstein, NHTSA official in charge of R&D, reviewed the agency program with Ford and the General Services Administration; with Romeo and police cars, and with Breed to develop the retrofit system using a mechanical sensor.

NHTSA has given no inkling of what its decision on Standard 208 will be nor what the timing will be, although mid-April seems far too optimistic.

Used Car Sales
Auction Averages

March to date	$5,040
Month ago	$5,340
Year ago	$5,010

Model breakdown
Auction Averages

	March to date	February	January
1984	$11,684	$10,278	$10,118
1983	7,875	8,567	8,110
1982	6,245	6,218	6,338
1981	5,269	5,154	5,279
1980	4,212	4,526	4,239
1979	3,621	3,469	3,902
1978	2,698	2,421	2,589
1977	2,393	1,907	1,599
Overall Average	$ 5,040	$ 5,340	$ 5,359

New facility for Mazda Distributors Pacific

Mazda Distributors Pacific, the Western distributor for Mazda cars and trucks, has broken ground for a new facility which will be located on a 20-acre site in the Irvine (Calif.) Industrial Complex. Plans call for a 250,000-square-foot warehouse and a separate 26,000-square-foot single-story office building. Occupancy is slated for spring, 1985.

NHTSA report to Congress misses deadline by a month

Continued from Page 2

tions on new bumper designs since adopting the final rule easing the bumper standard from 5 MPH to 2.5 MPH. Manufacturers had not volunteered for bumper testing since adoption of the revised standard, NHTSA said.

• NHTSA said that it now plans to review the effectiveness of the current bumper standard by comparing cost and collision experience of baseline 1981-1982 cars with post-standard 1983-1984 cars.

The agency said development and demonstration of an experimental bumper test will be completed by April. The method will provide repeatable test results, use existing bumper-test facilities, and correlate with "real-world" data, NHTSA said.

The safety agency said 15 vehicles will be tested this summer from the 1984 model year. These will include the Ford Escort, Chevrolet Camaro, Chevrolet Citation, Plymouth Reliant, Ford Mustang, Buick Regal, Chevrolet Celebrity, Oldsmobile 88-98, Chevrolet Malibu, Buick Skylark, Honda Accord, Toyota Corolla, Datsun 300-ZX, Mazda GLC and a Volvo model.

NHTSA said the models and their sister vehicles will cover 64.5 percent of expected 1984 model year sales.

• By September, the agency predicted, insurance data reflecting on-the-road experience will be compared with the predicted performance.

Results from the bumper studies will be made available to the public, possibly as late as December this year through press releases and a customer "hotline."

NHTSA's report on the bumper standard listed several advantages and disadvantages concerning bumper identification through the use of labels on each vehicle.

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Up from 288 at beginning of model year

Domestic makers offer 305 models

Continued from Page 1

Turbo three-door hatchback, a Dodge Omni GLH four-door hatchback (the GLH stands for Goes Like Hell), a Dodge Diplomat four-door sedan and a Dodge 600 Turbo convertible.

Today's 305 selections consist of 157 from GM, 82 from Ford Motor Co., 45 from Chrysler Corp., 15 from American Motors-Renault, 4 from Volkswagen and 2 from Honda.

The Renault, VW and Honda models in this tabulation include only those made in the U.S. Each company imports additional models.

Adding the 305 domestic offerings and the 199 imported selections (AUTOMOTIVE NEWS, March 12) gives the American buyer an imposing array of 504 models from which to choose.

GM's front-drive C-cars are being ballyhooed as '85 models, which is an indication of the lateness of their introduction and the clout of the company's marketing people.

They're certified as '85s for safety and emission purposes, of course, but their sales will be counted in the '84 model year. So they're included with the '84s in this tabulation.

This isn't a new strategem for the auto makers. Chevrolet Corvette, Ford Tempo and Mercury Topaz were pitched as '84s a year ago when they were introduced in the midst of the '83 season. And the original Mustang was called a '65 model when it was introduced in April, 1964.

There may be some confusion in store for Buick-Oldsmobile-Cadillac shoppers. They'll find two distinctly different sizes and types of cars bearing the Electra, Ninety-Eight and DeVille-Brougham names.

The cars weren't renamed because the old labels have long and honored histories at the three divisions.

Buick has been using Electra since the 1959 model year, and Cadillac adopted DeVille in 1949. Oldsmobile has had a Ninety-Eight Series since 1948. There was a Model 98 (denoting eight cylinders) in 1941, a Custom Series 98 in 1942 and a Custom Cruiser Series 98 in 1946 and 1947.

Oldsmobile has ended production of rear-drive Ninety-Eights, and Buick will wind up output of rear-drive Electras in mid-April. Cadillac will continue making rear-drive DeVilles through the '84 model year and rear-drive Broughams through '85.

• By market class, the 305 current domestic models are made up of 67 subcompacts, 79 compacts, 83 intermediates, 28 standard-size cars and 48 luxury cars.

A breakdown by body styles shows 116 four-door sedans; 140 two-door sedans, coupes and hatchbacks; 37 four-door wagons, and 12 convertibles.

Buick, with 43, has the most models for the '84 model year, followed by Ford, 42; Pontiac, 40; Oldsmobile, 33; Mercury, 30; Chevrolet, 28, and Dodge, 21.

Totals for other major domestic makes are Cadillac, 13; Chrysler, 13; Renault, 12; Plymouth, 11; Lincoln, 10; Volkswagen, 4; AMC, 3 and Honda, 2.

The AUTOMOTIVE NEWS new-model analysis includes all models the domestic manufacturers are pricing and/or merchandising individually. It does not include transmission or engine options.

Turbos are counted as models. It is felt that they have enough differences in trim, equipment and mechanicals to qualify for separate model designation.

1984 U. S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1984 Totals	(Final 1983 Totals)
AMERICAN MOTORS-RENAULT**	6	7	0	2	15	(16)
AMC Concord	0	0	0	0	0	(3)
AMC Eagle	1	0	0	2	3	(3)
AMC Eagle SX-4	0	0	0	0	0	(2)
AMC Spirit	0	0	0	0	0	(2)
Renault Alliance	3	3	0	0	6	(6)
Renault Encore	2	4	0	0	6	(0)
CHRYSLER CORP.	20	15	5	5	45	(43)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
New Yorker/E Class	2	0	0	0	2	(2)
Executive Sedan/Limousine	2	0	0	0	2	(2)
Cordoba	0	0	0	0	0	(1)
Laser	0	2	0	0	2	(0)
LeBaron	1	1	3	1	6	(6)
Dodge Diplomat	2	0	0	0	2	(2)
Aries	2	2	0	2	6	(6)
Charger	0	3	0	0	3	(3)
Daytona	0	2	0	0	2	(0)
Dodge 400	0	0	0	0	0	(3)
Dodge 600	2	1	2	0	5	(2)
Mirada	0	0	0	0	0	(1)
Omni	3	0	0	0	3	(2)
Imperial	0	0	0	0	0	(1)
Plymouth Gran Fury	1	0	0	0	1	(1)
Horizon	2	0	0	0	2	(2)
Reliant	2	2	0	2	6	(6)
Turismo	0	2	0	0	2	(2)
FORD MOTOR CO.	26	42	3	11	82	(93)
Ford LTD Crown Victoria	1	1	0	2	4	(3)
Escort	4	5	0	3	12	(10)
EXP	0	3	0	0	3	(5)
Fairmont Futura	0	0	0	0	0	(3)
LTD (Int.)	2	0	0	1	3	(3)
Mustang	0	7	3	0	10	(8)
Tempo	3	3	0	0	6	(6)
Thunderbird	0	4	0	0	4	(3)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Continental Mark VII/VI	0	4	0	0	4	(7)
Mercury Grand Marquis	2	2	0	1	5	(5)
Capri	0	3	0	0	3	(5)
Cougar	0	3	0	0	3	(2)
LN7	0	0	0	0	0	(4)
Lynx	4	5	0	2	11	(11)
Marquis (Int.)	2	0	0	2	4	(4)
Topaz	2	2	0	0	4	(4)
Zephyr	0	0	0	0	0	(4)
GENERAL MOTORS	60	74	4	19	157	(137)
Buick LeSabre	2	2	0	0	4	(5)
Electra (Rear-wheel-drive)	2	2	0	1	5	(5)
Electra (Front-wheel-drive)	3	3	0	0	6	(0)
Century	3	3	0	2	8	(6)
Regal	2	3	0	0	5	(6)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(7)
Skylark	2	3	0	0	5	(5)
Cadillac (Rear-wheel-drive)	4	2	0	0	6	(6)
Cadillac (Front-wheel-drive)	2	1	0	0	3	(0)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	1	0	2	(1)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	1	0	1	4	(3)
Camaro	0	3	0	0	3	(3)
Cavalier	2	2	1	2	7	(8)
Celebrity	1	1	0	2	4	(2)
Chevette	2	2	0	0	4	(4)
Citation	1	2	0	0	3	(3)
Corvette	0	1	0	0	1	(1)
Malibu	0	0	0	0	0	(2)
Monte Carlo	0	2	0	0	2	(1)
Oldsmobile 88	2	2	0	1	5	(6)
Olds 98 (Rear-wheel-drive)	2	1	0	0	3	(3)
Olds 98 (Front-wheel-drive)	2	2	0	0	4	(0)
Cutlass Ciera	2	2	0	1	5	(4)
Cutlass Supreme	2	3	0	0	5	(6)
Firenza	2	2	0	2	6	(6)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
Bonneville	3	0	0	0	3	(3)
Fiero	0	3	0	0	3	(0)
Firebird	0	3	0	0	3	(3)
Grand Prix	0	3	0	0	3	(3)
Phoenix	2	3	0	0	5	(6)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 2000 Sunbird	3	5	1	2	11	(9)
Pontiac 6000	3	2	0	2	7	(5)
VOLKSWAGEN**	2	2	0	0	4	(7)
Rabbit	2	2	0	0	4	(7)
HONDA**	2	0	0	0	2	(0)
Accord	2	0	0	0	2	(0)
1984 TOTALS	116	140	12	37	305	
1983 TOTALS (end of model year)	115	137	9	37		(298)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—Renault, Volkswagen and Honda totals include only U. S.-built models.

1984 U. S. MODELS BY MARKET CLASS

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1984 Totals	(Final 1983 Totals)
SUBCOMPACTS**	25	37	0	5	67	(64)
Accord (Honda)	2	0	0	0	2	(2)
Alliance	3	3	0	0	6	(6)
Charger	0	3	0	0	3	(3)
Chevette	2	2	0	0	4	(4)
Daytona	0	2	0	0	2	(0)
Eagle SX-4	0	0	0	0	0	(2)
Encore	2	4	0	0	6	(0)
Escort	4	5	0	3	12	(10)
EXP	0	3	0	0	3	(5)
Fiero	0	3	0	0	3	(0)
Horizon	2	0	0	0	2	(2)
Laser	0	2	0	0	2	(0)
LN7	0	0	0	0	0	(4)
Lynx	4	5	0	2	11	(11)
Omni	3	0	0	0	3	(2)
Pontiac 1000	1	1	0	0	2	(2)
Rabbit	2	2	0	0	4	(7)
Spirit	0	0	0	0	0	(2)
Turismo	0	2	0	0	2	(2)
COMPACTS	20	38	8	13	79	(88)
Aries	2	2	0	2	6	(6)
Camaro	0	3	0	0	3	(3)
Capri	0	3	0	0	3	(5)
Cavalier	2	2	1	2	7	(8)
Cimarron	1	0	0	0	1	(1)
Dodge 400	0	0	0	0	0	(3)
Fairmont Futura	0	0	0	0	0	(3)
Firebird	0	3	0	0	3	(3)
Firenza	2	2	0	2	6	(6)
LeBaron	1	1	3	1	6	(6)
Mustang	0	7	3	0	10	(8)
Pontiac 2000 Sunbird	3	5	1	2	11	(9)
Reliant	2	2	0	2	6	(6)
Skyhawk	2	3	0	2	7	(7)
Tempo	3	3	0	0	6	(6)
Topaz	2	2	0	0	4	(4)
Zephyr	0	0	0	0	0	(4)
INTERMEDIATES	32	37	2	12	83	(78)
Bonneville	3	0	0	0	3	(3)
Celebrity	1	1	0	2	4	(2)
Century	3	3	0	2	8	(6)
Citation	1	2	0	0	3	(3)
Concord	0	0	0	0	0	(3)
Cougar	0	3	0	0	3	(2)
Cutlass Ciera	2	2	0	1	5	(4)
Cutlass Supreme	2	3	0	0	5	(6)
Dodge 600	2	1	2	0	5	(2)
Eagle	1	0	0	2	3	(3)
Grand Prix	0	3	0	0	3	(3)
LTD	2	0	0	1	3	(3)
Malibu	0	0	0	0	0	(2)
Marquis	2	0	0	2	4	(4)
Monte Carlo	0	2	0	0	2	(2)
New Yorker/E Class	2	0	0	0	2	(1)
Omega	2	2	0	0	4	(4)
Phoenix	2	3	0	0	5	(6)
Pontiac 6000	3	2	0	2	7	(5)
Regal	2	3	0	0	5	(6)
Skylark	2	3	0	0	5	(5)
Thunderbird	0	4	0	0	4	(3)
STANDARD SIZE	14	8	0	6	28	(30)
Buick LeSabre	2	2	0	0	4	(5)
Chevrolet Impala-Caprice	2	1	0	1	4	(3)
Chrysler Cordoba	0	0	0	0	0	(1)
Dodge Diplomat	2	0	0	0	2	(2)
Dodge Mirada	0	0	0	0	0	(1)
Ford LTD Crown Victoria	1	1	0	2	4	(3)
Mercury Grand Marquis	2	2	0	1	5	(5)
Oldsmobile 88	2	2	0	1	5	(6)
Plymouth Gran Fury	1	0	0	0	1	(1)
Pontiac Parisenne	2	0	0	1	3	(3)
LUXURY	25	20	2	1	48	(38)
Buick Electra (Rear-wheel-drive)	2	2	0	1	5	(5)
Buick Electra (Front-wheel-drive)	3	3	0	0	6	(0)
Cadillac (Rear-wheel-drive)	4	2	0	0	6	(6)
Cadillac (Front-wheel-drive)	2	1	0	0	3	(0)
Chrysler Executive Sedan/Limousine	2	0	0	0	2	(2)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
Continental	3	0	0	0	3	(3)
Continental Mark VII	0	4	0	0	4	(7)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	1	0	2	(1)
Imperial	0	0	0	0	0	(1)
Lincoln	3	0	0	0	3	(3)
Oldsmobile 98 (Rear-wheel-drive)	2	1	0	0	3	(3)
Oldsmobile 98 (Front-wheel-drive)	2	2	0	0	4	(0)
Riviera	0	2	1	0	3	(3)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1984 TOTALS	116	140	12	37	305	
1983 TOTALS (end of model year)	115	137	9	37		(298)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—In the subcompact listing, totals for Honda Accord, Renault Alliance and Encore and Volkswagen Rabbit include only U.S.-built models.

obituaries

Albert Colussy

BRIDGEVILLE, Pa. — Albert Colussy, 84, founder of Colussy Motor Co. here — which claims to be the oldest Chevrolet dealership in the country — died March 14. He acquired the Chevrolet franchise here when he was 18 and operated it with his brothers until his retirement in 1975.

Leroy Cox

ACTON, Mass. — Leroy Cox, 47, operator of the Concord Auto Auction, died March 14 of injuries suffered in a March 12 fire at his home. He was a past president of the National Auto Auction Assn.

Eugene P. Langan

GLASTONBURY, Conn.—Eugene P. Langan, 52, owner of Gene Largan Volkswagen, died March 11. He had worked for the World-Wide Volkswagen distributorship prior to forming his own dealership in 1969.

Week's auto production is 174,590

Overtime heavy, but output slips

By Joe Wilssens
Staff Writer

Domestic auto makers scheduled overtime at 21 assembly facilities last week but saw production totals dip slightly from the previous week.

U. S. auto makers slated output of 174,590 units last week, down 3.68 percent from the previous week's 181,252, but the total was 29.35 percent higher than the 134,975 produced in the year-ago week.

To date this year, 1,992,128 autos have been completed, up 42.22 percent from 1,400,707 built in the comparable period last year.

Breakdown for the week by company was: General Motors, 57.96 percent; Ford Motor Co., 21.62 percent; Chrysler Corp., 14.89 percent; American Motors, 2.75 percent; Honda, 1.43 percent, and Volkswagen of America, 1.35 percent.

Facilities working two Saturday (March 24) overtime shifts at GM were Fairfax (Kans.), Framingham (Mass.), Janesville (Wis.), Lansing (G-line), Leeds (Mo.), Linden (N. J.) and Oklahoma City. GM's Bowling Green (Ky.) plant scheduled one Saturday overtime shift.

Eight Ford plants put in extra daily hours last week. They were: Atlanta, Chicago, Edison (N. J.), Kansas City, Lorain (O.), St. Louis, Wayne (Mich.) and Wixom (Mich.).

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 and No. 2 worked two 9-hour daily shifts, while Jefferson (Detroit) worked two 8½-hour daily shifts last week. Newark also scheduled two 8-hour overtime shifts Saturday.

$1-billion class-action suit filed against GM on X-cars

Continued from Page 1

to get its first major front-wheel-drive cars into production.

The complaint asserts that GM knew of the "defect" from its own test drivers' logs as early as January, 1978; that despite a recommendation from its own special task force, GM started production without making any changes, and that even when a GM vice president for engineering complained that the brake problem was not fixed, GM continued to sell the cars.

• The complaint also asserts that GM made some running changes but even these "inadequate" ones were not made on all cars, that GM advertised its cars as "safe and sound," and that it warranted its cars in writing and "impliedly warranted" them as "merchantable and fit" when it knew it was "false and incapable of fulfillment."

The complaint continues in the same vein as the government case: That GM supplied false and misleading responses to NHTSA; then conducted two "partial and wholly inadequate" recalls and thus "affirmatively misled" the public into believing that the brakes had been corrected.

Addressing the tolling of the statute of limitations, the suit says the plaintiffs "had no reason to suspect a design defect" in the brakes of these cars until NHTSA announced its initial finding of defect on Jan. 14, 1983.

The statutes of limitations are tolled, says the complaint, because of GM's "fraudulent concealment" and by the prior class action filed Aug. 5, 1983.

Relief asked does not include any monetary figure and nothing is asked for deaths or personal injuries that may have been involved.

The court is asked to certify the class using 10 as representative of the class. The court is asked to assess damages incurred by members of the class based on the difference between the value of the cars accepted and the value they would have had had the cars been as warranted.

The court is also asked for an award to the class of punitive damages in an amount "reasonably calculated to deter similar misconduct in the future."

The court is also asked for an order "entitling every member of the class to revoke his acceptance" of his car and requiring GM to "refund" the member's "purchase price upon tender of the automobile."

Further, the court is asked that members of the class be awarded costs of the case, including reasonable attorneys' fees and any other such awards and relief it may deem just and appropriate.

Since the same judge is handling both cases, it is assumed that Judge Jackson will continue with the trial in the government case first — perhaps another five or six weeks — and then turn to this case unless he rules — as GM wants — that the '80 GM X-body cars do not have a braking defect.

13 truck plants work overtime; 63,772 assembled

Overtime was scheduled at 13 plants last week as domestic truck makers were able to maintain the upbeat production of the previous week.

Truck manufacturers targeted production of 63,772 units last week. The total was down 147 units from the prior week's output of 63,919 but was 28.63 percent greater than 49,578 produced in the year-ago week.

Year-to-date, 727,424 trucks have been assembled, leading the year-ago total of 483,984 by 50.30 percent.

All six of Ford Motor Co.'s assembly plants scheduled additional daily hours last week.

At General Motors, Flint No. 2, Janesville (Wis.), Pontiac No. 5 and St. Louis worked two Saturday (March 24) shifts while Detroit scheduled one Saturday overtime shift.

Chrysler Corp.'s Warren (Mich.) truck facility scheduled two 9-hour daily shifts last week.

Nissan's Smyrna (Tenn.) plant continued extra daily hours last week.

Car-truck output in Canada holds at high levels

Canadian auto makers slated production of 23,736 cars last week, 213 more than the prior week's 23,123. The total was 36.67 percent greater than the 17,367 assembled in the year-ago week.

To date this year, the manufacturers have built 256,651 autos, 16.33 percent better than the 1983 total of 220,618 at this point.

Truck assembly last week was targeted at 17,995, down 117 units from 18,112 trucks completed the previous week but an impressive 78.70 percent ahead of 10,070 trucks assembled in the year-ago week.

So far this year, truck production has climbed to 191,006 units, a 69.13 percent improvement over the 112,933 trucks which were assembled at this time in 1983.

Chrysler Corp. estimated production of 2,364 Dodge Caravans, 2,196 Plymouth Voyagers and 912 Mini Ram Vans at its Windsor (Ont.) point last week, bringing the year-to-date T-115 total to 50,369.

U. S. CAR PRODUCTION

	Week Ended Mar. 24, 1984	Week Ended Mar. 26, 1983	Week Ended Mar. 17, 1984	March to Date	Jan. 1 to Mar. 26, 1983	Jan. 1 to Mar. 24, 1984
AMERICAN MOTORS	4,800	3,150	4,725	14,213	41,452	45,982
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	3,150	4,725	14,213	37,381	45,982
Alliance	2,750	3,150	2,706	8,025	37,381	23,987
Encore	2,050	.....	2,019	6,188	.....	21,995
CHRYSLER CORP.	26,000	23,396	29,853	92,558	177,375	308,382
Plymouth Total	7,000	8,975	8,372	26,148	67,838	91,556
Horizon	2,700	3,085	3,603	11,046	22,390	37,739
Reliant	3,800	5,790	4,150	13,216	44,715	48,006
Caravelle†	100	100	218	554	733	1,980
Gran Fury	400	.....	401	1,332	.....	3,831
Chrysler Total	9,300	5,498	10,586	32,202	40,190	101,039
LeBaron	3,200	2,473	3,015	9,683	19,523	31,224
Laser	1,300	.....	1,751	5,261	.....	18,348
Chrysler E-Class	2,300	3,025	2,807	7,972	20,667	25,227
Fifth Avenue	2,500	.....	3,013	9,286	.....	26,240
Dodge Total	9,700	8,923	10,895	34,208	69,347	115,787
Omni	3,000	2,895	3,472	11,001	21,044	34,885
Aries	3,100	3,885	3,394	10,748	32,238	38,769
Daytona	1,200	.....	1,248	4,036	.....	15,344
Dodge 400	.....	1,031	.....	.....	6,643	.....
Dodge 600	1,700	1,112	1,930	5,798	9,422	19,727
Diplomat	700	.....	851	2,625	.....	7,062
FORD MOTOR	37,744	29,849	40,256	132,512	322,788	407,276
Ford Division	24,759	20,095	26,197	87,860	211,110	271,455
Escort	7,254	5,773	8,156	26,446	58,901	83,238
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,891	3,746	2,868	9,782	29,455	30,196
LTD	4,942	3,193	5,084	16,663	40,802	57,177
Thunderbird	3,434	5,172	3,678	12,769	37,948	40,901
Crown Victoria	1,736	2,211	1,768	6,346	19,385	19,951
EXP	550	.....	641	2,061	891	7,813
Tempo	3,952	.....	4,002	13,793	.....	32,179
L-M Division	12,985	9,754	14,059	44,652	111,678	135,821
Mercury Total	9,377	8,088	9,877	31,825	86,276	96,650
Lynx	1,440	1,536	1,605	5,231	14,445	16,933
Capri	358	340	369	1,255	5,238	4,139
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	1,970	1,427	2,120	7,220	14,520	23,089
Cougar	2,806	2,732	2,799	8,651	15,478	21,710
Grand Marquis	1,899	2,053	1,825	5,961	27,706	21,585
LN7	.....	.....	.....	.....	288	.....
Topaz	904	.....	1,159	3,507	.....	9,194
Lincoln Total	3,608	1,666	4,182	12,827	25,402	39,171
Continental	654	334	767	2,344	5,071	7,188
Lincoln	2,254	787	2,617	8,019	11,316	21,321
Mark VI/VII	700	545	798	2,464	9,051	10,662
GENERAL MOTORS	101,196	75,719	101,649	344,755	831,373	1,175,239
Buick Division	20,860	14,978	21,867	72,417	197,632	252,638
Skylark	1,865	.....	2,045	7,188	21,511	23,758
Skyhawk	3,943	1,159	3,438	12,831	16,715	40,645
Century	4,938	3,745	5,049	16,312	37,565	54,860
Regal	3,960	4,537	4,794	15,245	58,495	54,316
Buick	4,131	4,754	4,873	15,497	54,678	61,963
Riviera	1,316	783	1,097	3,990	8,668	14,249
Electra (fwd)	707	.....	571	1,354	.....	2,847
Cadillac Division	7,631	7,445	7,524	24,840	82,778	81,817
Cimarron	390	557	318	1,278	6,421	5,152
Seville	1,009	677	838	3,071	8,705	9,759
Eldorado	1,812	1,526	1,514	5,509	18,814	17,897
Cadillac	3,578	4,685	4,189	13,119	48,838	45,862
DeVille (fwd)	842	.....	665	1,863	.....	3,147
Chevrolet Division	33,736	26,656	33,270	112,974	243,386	399,006
Chevette	4,847	4,866	4,718	16,402	49,157	52,796
Cavalier	8,451	5,419	8,247	28,279	45,853	98,477
Celebrity	6,414	2,834	5,919	20,988	13,699	72,344
Camaro	5,174	4,061	5,171	17,605	41,255	63,096
Citation	2,650	2,578	2,751	7,905	27,476	23,920
Malibu/El Camino	745	3,321	882	2,695	31,752	7,949
Monte Carlo	2,471	2,010	2,829	9,367	20,290	43,946
Chevrolet	2,159	956	2,051	7,333	10,775	27,943
Corvette	825	611	702	2,400	3,149	8,538
Oldsmobile Division	23,967	18,414	26,715	91,383	223,598	305,545
Omega	1,265	.....	1,282	4,402	15,990	12,525
Firenza	1,695	1,038	1,352	5,307	9,477	17,603
Cutlass Supreme	8,712	6,123	8,088	28,591	66,494	92,631
Cutlass Ciera	6,028	3,411	6,531	20,994	38,278	63,835
Oldsmobile	4,710	6,994	7,920	27,499	83,552	105,578
Olds 98 (fwd)	454	.....	623	1,258	.....	2,594
Toronado	1,103	848	919	3,332	9,807	10,779
Pontiac Division	15,002	8,226	12,273	43,141	83,979	136,233
Acadian†	400	483	443	1,195	4,014	3,978
2000 Sunbird	3,079	2,096	3,425	11,059	19,810	35,649
1000	845	783	984	2,790	9,648	9,709
Firebird	2,206	2,272	2,243	7,464	20,625	26,647
Phoenix	390	499	431	1,244	7,183	3,950
Gr. Prix/Bonneville	3,915	2,093	1,800	8,141	22,699	20,414
Parisienne	1,458	.....	395	2,563	.....	6,595
Fiero	2,700	.....	2,552	8,685	.....	29,291
HONDA	2,500	720	2,399	8,535	5,435	27,298
VOLKSWAGEN	2,350	2,141	2,370	8,002	22,284	27,951
Total Cars, U. S.	174,590	134,975	181,252	600,575	1,400,707	1,992,128
Total Cars, Canada	23,736	17,367	23,123	77,608	220,618	256,651
N. American Cars	198,326	152,342	204,375	678,183	1,621,325	2,248,779
N. American Trucks	81,767	59,648	82,031	269,545	596,917	918,430
North American Cars and Trucks	280,093	211,990	286,406	947,728	2,218,242	3,167,209

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended Mar. 24, 1984	Week Ended Mar. 26, 1983	Week Ended Mar. 17, 1984	March to Date	Jan. 1 to Mar. 26, 1983	Jan. 1 to Mar. 24, 1984
AMERICAN MOTORS	600	.....	.....	1,399	6,530	6,437
CHRYSLER CORP.	.....	4,768	.....	.....	51,503	.....
FORD MOTOR	9,400	219	9,418	30,329	39,769	92,186
GENERAL MOTORS	13,511	12,200	13,480	45,110	120,161	155,425
VOLVO	225	180	225	770	2,655	2,603
Total Cars, Canada	23,736	17,367	23,123	77,608	220,618	256,651

TRUCK PRODUCTION IN U. S.†

	Week Ended Mar. 24, 1984	Week Ended Mar. 26, 1983	Week Ended Mar. 17, 1984	March to Date	Jan. 1 to Mar. 26, 1983	Jan. 1 to Mar. 24, 1984
CHEVROLET	19,867	15,876	19,332	66,303	167,872	233,188
DODGE	4,500	3,817	4,174	14,326	28,614	49,159
FORD	24,593	19,492	26,065	85,150	192,530	277,983
GMC	6,787	5,995	6,073	22,372	56,008	74,261
INTERNATIONAL	1,575	1,006	1,672	5,180	10,844	16,712
VOLKSWAGEN	.....	230	.....	.....	856	.....
JEEP	3,500	2,112	3,642	11,818	14,660	41,086
NISSAN	1,900	.....	1,911	6,511	.....	22,645
AM CORP.	50*	50*	50*	170*	600*	590*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,400*	12,000*	11,800*
Total Trucks, U. S.	63,772	49,578	63,919	215,230	483,984	727,424

CANADIAN TRUCK PRODUCTION

	Week Ended Mar. 24, 1984	Week Ended Mar. 26, 1983	Week Ended Mar. 17, 1984	March to Date	Ja. 1 to Mar. 26, 1983	Jan. 1 to Mar. 24, 1984
CHRYSLER CORP.	8,124	2,781	8,288	21,677	31,612	77,187
FORD MOTOR	3,400	2,906	3,402	11,203	28,691	38,946
GENERAL MOTORS	6,326	4,126	6,274	20,947	51,277	73,214
INTERNATIONAL	145	257	148	488	1,353	1,659
Total Trucks, Canada	17,995	10,070	18,112	54,315	112,933	191,006
U. American Trucks	81,767	59,648	82,031	269,545	596,917	918,430

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

April 2, 1984

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Olds C-car arrives

FWD Ninety-Eight is smaller

The long-awaited front-wheel-drive Oldsmobile Ninety-Eight is 25 inches shorter than its rear-drive predecessor, and wheelbase has been trimmed 8.2 inches. The new C-cars have a wheelbase of 110.8 inches and overall length is 196.1 inches. The cars go on sale April 5. Stories and other pictures are on Pages 3 and 24.

Porsche faces 2 more distributor lawsuits

By Richard Johnson
Staff Writer

Two more Porsche distributors were reportedly on the verge of filing lawsuits late last week to prevent Porsche Cars of North America from taking over distribution of the West German-made luxury sports cars in their areas.

Mid-America Volkswagen, of St. Louis, and Riviera Motors, of Hillsboro, Ore., are expected to take legal action against Porsche AG, Porsche Cars of North America, Volkswagen of America and others.

Mid-America distributes Porsche, Volkswagen and Audi in Arkansas, Missouri, Nebraska and Kansas. Riviera is the distributor for the same three makes in Oregon, Washington, Alaska, Idaho and Montana.

World-Wide Volkswagen, of Orangeburg, N. Y., which distributes Porsche cars in New York, New Jersey and Connecticut, has already filed a $100 million lawsuit over termination of Porsche's distribution agreement with Volkswagen of America on Aug. 31.

Porsche announced a new U. S. distribution plan earlier this year that called for selling cars through company-run outlets and sales "agencies."

Under pressure from franchise-holders and several dealer organizations, Porsche recently backed away from its controversial new system and restored a traditional franchise network. But the manufacturer is going ahead with plans to sever ties with VWoA and the three independent distributors appointed by Volkswagen. Other U. S. distributorships are owned by VWoA.

• VWoA has not decided whether to sue Porsche for damages, but has submitted protests with auto franchising regulatory agencies in several states to fend off dealer actions which name Volkswagen as a party.

To date, VWoA has filed administrative challenges in 11 states, and has begun judicial proceedings in three additional states where there is no administrative recourse.

Hugh Springer, Riviera's vice president for Porsche-Audi, said the firm is ready to file suit to

Continued on Page 46, Col. 1

Wentzville on high tech's cutting edge

GM puts accent on robots

By Aziz Shihab
Staff Correspondent

ST. LOUIS.—Enter the brand new 3.22 million-square-foot assembly plant which General Motors built in Wentzville and you are inside a giant, quiet, shiny hall where robots and computerized machines are more visible than people and where a car is put together faster than sewing a button on a shirt sleeve.

A hand-written sign saying "Vote no to sweat shops," was the only reminder of old-fashioned auto assembly plants where man had a direct hand in building the millions of vehicles on American highways.

This is a 1984, electronic-age plant where the word "plant" is not even in its name. They call it assembly center.

• Gary L. Cowger, 37-year-old plant manager who looks more like a professor than a foreman, wants one and all to know that GM can do whatever the Japanese can do, and on a much larger scale.

Said Cowger proudly, "This is the largest (auto) assembly plant in the world."

He spoke to this reporter in the visitors' dining room prior to a three-hour walking tour of the plant.

The plant is situated on 569 acres some 40 miles northwest of St. Louis, with 3.7 million square feet, or a total of 85 acres, under one roof (the assembly building alone has 3.2 million square feet).

Lake Orion links robots, teamwork and quality, Page 50.

He said the plant has a one-shift capacity of 542 jobs per day, or 75 jobs per hour.

"But now we are building only 30 to 40 jobs an hour," he said. "We are building GM's C-body cars."

• During the tour of the plant, it was learned that plans to build the Olds 98 that day were scrapped because there was a "quality problem" with the hood. So the plant's robots were re-programmed to build Buick Electras instead.

A one-shift work force is composed of 3,200 workers, Cowger said. The plant is capable of having a second shift with double the number of workers. However, less than 500 workers were at the plant during the tour.

Clusters of them were sitting in small rooms listening to instructions from their supervisors via closed-circuit TV.

Cowger and other spokesmen at the plant kept emphasizing the "new, working-together" relationship between management and labor.

They kept pointing to large signs on walls which read, in part, "We believe that all people have dignity and respond in the manner in which they are treated."

Cowger said the four paragraphs took three months to compose. They are designed, he said, to show that this new GM plant will meet any challenge coming from Japan. And to add to this "working-together" relationship, they say only first names are used. So, the plant manager is Gary, the production manager is Timothy (Sprecher), the comptroller is Bill (Ferguson) and the personnel director is Tom (Pilgington).

A worker in the paint department looked at a huge robot and said, "This is my co-worker, Mr. Robot."

• As one watches cars moving over the 20 miles of computerized conveyors, one sees a robot "tightening every movable part on the car" in 20 seconds, sees control rooms with colorful lights studied by one man, and walks to the end of the line where Buicks are readied for their trips to dealers' showrooms.

One is filled with mixed feelings.

And one cannot help but mar-

Continued on Page 50, Col. 3

Buick's top model

FWD Electra debuts April 5

Buick officials are predicting great things for the new front-wheel-drive Electra and Park Avenue models which go on sale April 5. Model-year sales for '83 were 75,000; the new target is 125,000 to 150,000. Stories and other pictures are on Pages 28, 44 and 50.

Collaborator sought for 1986 launch of Project XX, the Honda clone

Austin Rover girds for return to U. S. market

By Richard Feast
European Editor

NICE, France. — Britain's Austin Rover Group (ARG) is "open to offers" of collaboration over its planned return to the U. S. market in two year's time.

Selling Project XX, the upper-range model being developed in conjunction with Honda of Japan, in the U. S. is a crucial element in ARG's aim of building annual volumes from below half a million to 750,000.

Mark Snowdon, managing director (commercial), explains, "There are many options for the way we will sell our cars in America. We've had discussions with maybe 10 different parties on the subject.

"We're now talking to fewer — and it's possible we will make an agreement with someone else entirely."

Snowdon confirms that Project XX will be introduced in the U. S. some time during 1986, although it will be launched in Europe toward the end of next year. To complete the preparation work, ARG will have to decide about its American future within the next six to eight months.

Snowdon's comment to Automotive News was only half in jest when he said, "Really, your story should say, 'here we are. Come and get us.'" He was speaking at the preview here of the Austin Montego sedan, which will be launched April 25.

Austin Rover is part of state-owned BL. Like other divisions of the group — Jaguar, Land Rover, Leyland, Unipart — it is now self-governing, and BL is merely a holding operation with minimal staff and day-to-day influence.

The UK Government's aim is to return each to private enterprise as soon as possible. Jag-

Continued on Page 45, Col. 1

breaking news

Potamkin cleared in suit

PHILADELPHIA.—Pennsylvania Attorney General LeRoy S. Zimmerman has agreed to a court order requiring him to pay $25,000 to Potamkin Toyota, Inc., Media, Pa. The sum covers attorney's fees and court costs stemming from a consumer protection action which the office of the attorney general brought against the dealership last year. Potamkin Toyota was accused of violating a statute regulating automotive advertising. Robert Potamkin, the dealership's chairman, said, "The attorney general's office threatened us with litigation unless we signed a consent decree and paid a $1,000 penalty. We refused and they sued." The dealership was found innocent and then sought redress from the office of the attorney general.

See BREAKING NEWS, Page 8, Col. 1

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Model-year sales goal set at 55,000

Downsized Olds 98 won't be at all outlets

By Jenny L. King
Staff Writer

SOUTHFIELD, Mich. — Oldsmobile's new flagship was christened last week at a national press preview in this Detroit suburb.

The downsized front-drive 1985 Olds Ninety-Eight Regency, some 685 pounds lighter than its rear-drive precursor, goes on sale Thursday, April 5, though there will not be one at each of the division's 3,200 dealerships by then.

"We've just had meetings in all 27 zones and the dealers are aware of the distribution plan," said Joseph J. Sanchez, Oldsmobile general manager. "There are outlets that sell only two or three Ninety-Eights a year," he continued, qualifying them as the dealers who will have to wait.

Sanchez said about 4,500 new Ninety-Eight Regency models will be at dealerships by introduction day.

"By the end of the current model year on Sept. 30, we expect to sell 55,000 of these new 1985 Ninety-Eights," Sanchez said.

Coupled with the Ninety-Eight rear-drive models, the last of which was assembled at Lansing March 16, sales are projected to total 121,000 units through Sept. 30.

The rear-drive Olds 88 is adding a model to its lineup, Sanchez said. The dressed-up version, dubbed Delta 88 Royale Brougham LS, will carry a higher price tag and will fill any void remaining between the last "old" Ninety-Eights and the new versions. The upscale 88 will be offered only as a four-door sedan.

• Sanchez underscored his concern for Olds' position in the marketplace. It is continuing pursuit of Ford for second place in domestic sales, and it is anxious to attract more younger, upwardly-mobile customers as well as converts from other domestic and imported luxury lines.

He said the new Ninety-Eights were tested side by side with cars built by Mercedes-Benz, BMW, Volvo and Audi.

How important is it to upstage Ford? J. F. Mattox, Oldsmobile general sales manager, said it would be a great psychological boost for dealers.

Customer satisfaction levels are being paid close attention, Sanchez said. In addition, present and previous Ninety-Eight owners are being contacted through a three-phase direct-mail program which includes a pre-announcement teaser mailing, followed by an announcement mailing to customers and potentials and then a dealer invitation to view and test drive the new Ninety-Eight Regency.

"I'd like to get into the mind of a customer," Sanchez said, referring to the first impressions and subjective reactions of people to cars. It's more than fuel economy and fit and finish that influence buyers, he indicated.

Another Sanchez goal is to raise the image of auto dealers in the mind of the public. "Before I leave the division, I want to get them up from the bottom of the ranks of people who can be trusted," he said.

Both Sanchez and Mattox predicted continued depressed sales for diesel-powered cars. As long as the pump price for diesel fuel is as high or higher than that of gasoline, there isn't much economic incentive to switch, they said.

The new Ninety-Eight Regency is available with the 4.3-liter diesel V-6. Standard engine is a 3.0-liter V-6, and a multiport fuel-injected 3.8-liter V-6 is the second option. Four-speed overdrive automatic transmission is standard.

When asked why Olds' diesel is an extra-cost option whereas Cadillac offers the customer a diesel with no price mark-up, the Oldsmobile spokesman said Cadillac's gasoline V-8 is a more expensive engine than the sixes, making the diesel-gas choice a more even trade at Cadillac.

Mondale drives millionth

Democratic Presidential contender Walter Mondale drove the one-millionth front-wheel-drive four-door model off the line at Chrysler's Belvidere (Ill.) plant March 16 as Secret Service agents walked alongside. The Dodge Omni will be shipped to Columbia Dodge, Ltd., New Westminister, B. C.

AMC's stock offering sold out in single day

By Kathleen Hamilton
Financial Editor

American Motors last week raised $136.2 million thorugh a public stock offering — sold out in one day—plus stock it sold to Renault and stock it put in its employe pension fund.

The shares were issued to offset anticipated capital needs for 1984, according to the newly published AMC annual report. In it, AMC predicted 1984 capital expenditures of $160 million, down 23 percent from 1983's $261 million.

AMC said it will need another $50 million in 1984, mostly for working capital and investment in its financing operation.

AMC originally had planned to offer 10 million shares to the public; the issue was raised to 12 million. Another 3 million shares will be contributed to the employe pension fund. Renault is to purchase 12.832 million shares to maintain its 46-percent share in AMC. Altogether, nearly 28 million shares will be issued.

AMC stock sold for $5.375 a share.

In its annual report to its 102,000 shareholders, AMC said it does not plan to use its $130 million line of bank credit this year, but will increase its bor-

Continued on Page 46, Col. 4

Ford Escort tops list again for world sales in '83

DEARBORN. — Ford Escort, in 1983, was the world's best-selling car nameplate for the third consecutive year, according to Ford Motor Co.

Although sales results for all manufacturers are not yet available, the production margin for the Ford Escort over its competitors in 1983 was sufficiently great that it was "obvious" that it had outsold other nameplates, said Chairman Philip Caldwell.

Escort production in 1983 totaled 827,000 units; about 100,000 ahead of second-place Renault R-9 (Alliance in the U. S.) and about 120,000 ahead of third-place Toyota Corolla, Ford said.

Ford Escort is manufactured or assembled in eight countries — Britain, Germany, Portugal, Spain, the U. S., Canada, South Africa and Brazil.

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59th year — No. 5015

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Conquest goal is 10-15 pct. of that group

Olds 98 aims at luxury imports

By Joseph Bohn
Marketing Editor

Oldsmobile feels it can realistically conquest 10 to 15 percent of the import luxury group with its new downsized front-wheel-drive Ninety-Eight.

The feat is considered important not only for the volume, but "our ability to penetrate (this segment) for the first time and stop the deterioration of young, better-educated buyers," said James Mattox, general sales manager.

The division figures to make its strongest headway in the Northeast and West Coast — even though the Southwest, places like Dallas, have been its biggest Ninety-Eight markets.

Dealers there will have to work harder to sway traditional Ninety-Eight buyers over to the new smaller models, Mattox said.

Meanwhile, Olds is using a two-pronged ad plan for both print and broadcast to target traditional Ninety-Eight Regency buyers and also conquest new import buyers.

Ninety-Eight ads will make wide use of TV, magazines, newspapers, outdoor billboards and direct mail—also a special executive demo ride program—for the largest single car line launch effort the division has undertaken.

TV features actor Christopher Plummer who emphasizes the traditional 98 attributes of luxury, six-passenger comfort and prestige in one commercial.

In another, he talks technology, luxury and prestige.

• Olds will use a combination of network news and prime time programming at announcement time. Spot market buys in the top 21 Ninety-Eight price-class markets reinforce the network.

To round out its TV, Olds will include Ninety-Eight ads in spot golf tournament buys and on cable TV and live cable sports coverage.

In print, it will use both magazines and newspapers.

Two magazine ads, one a spread and the other a single page, feature Ninety-Eight's luxury attributes. The single-page ad talks high tech. All use the headline, "Introducing the 1985 Ninety-Eight Regency, Precise Road Management Engineered in a Luxury Automobile."

Major news weekly and mass magazines will be used to supplement TV's broad coverage. High-income demographic vertical publications are being used to more closely target specific groups.

National newspaper includes the Wall Street Journal, USA Today, Barron's and Christian Science Monitor which carry two-page announcement on April 5.

Newspapers in the major metro markets will carry similar center section spreads subsequently.

Special Fiber-Optic outdoor billboards in selected cities will also carry the Ninety-Eight high-tech and luxury message.

• A three-phase direct-mail program will also target the Ninety-Eight. The first phase is a pre-announcement teaser mailing to 220,000 previous and current Ninety-Eight owners.

The second phase is an announcement mailing to past and present Ninety-Eight owners, selected competitive domestic-car owners, selected competitive import-car owners and VIPs in major companies — a total of 740,000.

The third phase involves a direct-mail invitation from the prospect's nearest Oldsmobile dealer for a test-drive.

Olds is also running a special test-drive program through Visual Services, offering executive-type individuals a chance to evaluate the car for three days.

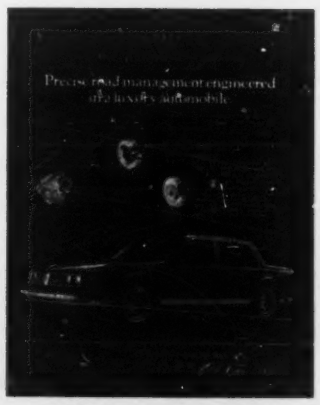
The division is placing 320 Ninety-Eights in 10 major markets for the three-day VIP driving evaluations.

A total of 3,000 VIP Evaluations are anticipated for sales, marketing, product, manufacturing and quality analysis.

A large number of diversified promotional programs will be carried out in some 70 markets by Olds marketing groups during the Ninety-Eight's introduction.

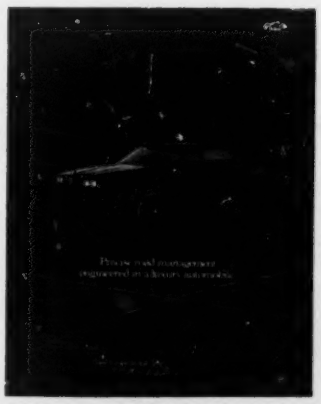
There will be one million six-page inserts of the Ninety-Eight in all New York Playbill programs during April. Many groups will support test-drive events.

Leo Burnett is Oldsmobile's agency.



Heavily engineered

Engineering features geared to handling and response highlight this ad for the Oldsmobile Ninety-Eight, running in 19 news weekly, business and science publications. Leo Burnett handles.



More traditional

This ad playing up luxury as well as engineering features in the new Ninety-Eight, aims at more traditional audiences. It runs in 29 publications, mostly city and regional magazines and some monthlies. Leo Burnett handles.

Postal Service purchases 2,580 delivery vehicles

WASHINGTON. — The U.S. Postal Service has signed contracts for the purchase of 2,580 heavy-duty delivery vehicles.

Carter Chevrolet, of Okarche, Okla., will furnish 756 2½-ton parcel delivery vans to the Postal Service at a cost of $15,799,516. The government said the purchase will replace the entire existing parcel delivery van fleet.

International Harvester will deliver 1,824 five- and seven-ton cargo vans to the Postal Service for a price of $40,462,923. The cargo vans will replace approximately 92 percent of the Postal Service's current five-ton cargo van fleet.

International Harvester will supply 538 five-ton vehicles and 1,286 seven-ton units.

DOMESTIC SALES

	March 11-20, 1984	March 11-20, 1983
Renault Alliance/Encore	3,800†	3,325†
AMC	950†	1,425†
AMERICAN MOTORS	4,750†	4,750†
Chrysler	8,620	6,667
Imperial	.....	72
Plymouth	8,592	7,752
Dodge	10,950	7,838
CHRYSLER CORP.	28,162	22,329
Ford	34,156	23,821
Mercury	15,944	9,283
Lincoln	4,610	2,896
FORD MOTOR CO.	54,710	36,000
Buick	26,128	26,116
Cadillac	7,638	8,476
Chevrolet	47,679	37,887
Oldsmobile	40,232	23,742
Pontiac	17,826	12,221
GENERAL MOTORS	139,503	108,442
VOLKSWAGEN	1,948	1,604
HONDA	2,408	400†
U.S. INDUSTRY TOTAL	231,481	173,525

† estimated

10-day total tops year ago by 33.4 pct.

Sales post 8th straight gain of year

By Jenny L. King
Staff Writer

Domestic new-car sales continued well above year-ago levels in the mid-March period although they were not outstanding compared with most previous years. The total for the 10 days was up 33.40 percent over 1983, and it was the eighth consecutive plus period of the current calendar year.

Year-to-date sales through March 20 were floating 41.12 percent above the 1983 level, up to 1,681,166 compared with 1,191,261.

Mid-March sales for the six major U.S. auto makers numbered 231,481. A year earlier, they totaled 173,525, and two years ago, the total for the period was 182,639.

Range for March 11-20 swings from a low of 116,999 (1958) to a high of 326,093 (1981). The 1981 record was artificial in what turned out to be one of the recession years. Sales opened up that March because of general rebates offered retail customers by auto makers.

Ford Motor Co. reported the greatest increase in sales among the Big Three for March 11-20: Up 51.97 percent, to 54,710 from 36,000 last year. General Motors was up 28.64 percent, to 139,503 from 108,442. Chrysler Corp. sales of 28,162 were up 26.12 percent from 22,329.

American Motors, the largest of the "Little Three," issued an estimate mirroring year-ago sales. AMC said its dealers delivered 4,750 U.S. Renault/AMC cars in the middle 10 days of the month both this year and last. Volkswagen sales were up 21.45 percent, to 1,948 from 1,604, and Honda's 2,408 Accord sales were six times the estimated 400 units a year earlier.

• GM earned 60.27 percent of the domestic market for the period, down from 62.49 percent last year. Ford claimed 23.63 percent, up almost three percentage points from 20.75 percent a year ago. Chrysler slipped to 12.17 percent from 12.87 percent. AMC dropped to 2.05 percent from 2.74 percent, VW dipped to 0.84 percent from 0.92 percent and Honda was up to 1.04 percent from 0.23 percent.

AMC and Cadillac were the only U.S. makes that failed to surpass year-ago sales during the period. AMC dropped 33.33 percent and Cadillac was down 9.89 percent.

At Chrysler Corp., Plymouth was up 10.84 percent, Chrysler was up 29.29 percent and Dodge was up 39.70 percent. Mercury was up 71.75 percent, Lincoln was up 59.19 percent and Ford was up 43.39 percent.

Buick was up only a few units, or 0.05 percent, Oldsmobile was up 69.45 percent, Pontiac was up 45.86 percent and Chevrolet was up 25.85 percent. AMC's Renault products enjoyed an estimated increase of 14.29 percent.

With eight selling days in the period both this year and last, the daily selling rate was up 33.40 percent, to 28,935 from 21,691.

Oldsmobile's Cutlass Supreme was the runaway best-seller in mid-March with 13,904 sales. Chevrolet Cavalier was second at 9,988, followed by Chevrolet Celebrity at 9,594, Oldsmobile Cutlass Ciera at 9,498 and Oldsmobile 88 at 9,282.

Annualized sales based on the mid-month performance were moving at a rate of 7,852,000 units.

GARY COOPER TELLS YOU WHY...

"YOU HAVE A UNIQUE OPPORTUNITY TO GET IN ON THE GROUND FLOOR OF A DEVELOPING GROWTH TREND IN THE TRUCK BUSINESS."

"It's like the good old days in the car business. Only better!"

"Remember how good the car business used to be? Growing customer demand. Products that offered buyers a real difference. A chance for the dealer to make a decent profit."

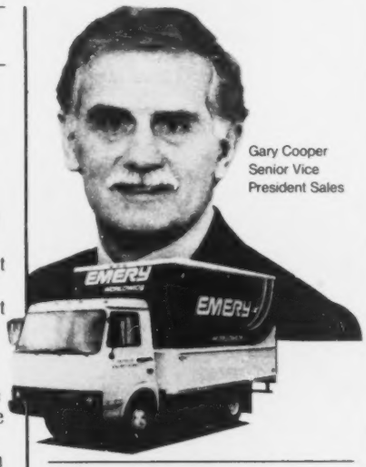
"If you can remember the good old days, then let me tell you about a profitable and growing business that can be as good today as the car business once was. A separate profit center in your dealership that requires no new facilities and no major financial investment. A business that lets you put the same talents and skills to work that have already made you a successful dealer...and pays a better return on your investment than the franchise you now hold."

"IVECO European Class Diesel Trucks let you sell to a whole new class of customers."

"Hundreds of commercial truck buyers right in your market aren't buying the trucks they need. I'm talking about customers who need fuel-efficient, maintenance-efficient, long service life trucks in the 10,000 to 20,000 GVW range...the upper end of Class 2...plus Classes 3, 4, and 5.

"Potentially, there are over two million of these customers out there...wholesale and retail distributors who need intermediate range trucks to meet their cargo requirements...and lower cost of operation to fit their economic needs."

"Domestic manufacturers simply haven't provided product entries with the GVW load-carrying capacities these customers require. So, in the past, buyers had to settle for overworked, overloaded light-duty trucks...or for under-utilized Class 6 medium-duty trucks.



Gary Cooper
Senior Vice
President Sales

"European Class means a lot to your customers. And a lot more to your sales."

"European Class represents the very best in European truck design and engineering. It means outstanding craftsmanship in material, assembly, fit and attention to detail. And, it means advanced diesel technology, unsurpassed in today's state of the art."

"European Class lets you offer your customers a unique product with owner benefits others can't match. For example, dramatically lower operating costs. Customers who currently operate gas-powered trucks will be amazed at the cost-savings our diesels deliver. IVECO owners report up to $20,000 savings in the first 150,000 miles of operation."

"You'll also be selling a proven product. IVECO trucks have been operated around the world over millions of miles. Our diesel engines are among the finest in the world... Designed and built to be diesels in the first place...by a company with over 70 years of diesel experience... one that builds over 400,000 diesel engines each year."

"There's so much more to offer your customers with IVECO. A completely rebuildable diesel engine, lower maintenance costs, a real truck chassis and plenty of driver comfort and convenience."

"European Class profits and first class dealer support."

"Dealer margins on IVECO European Class Diesel Trucks are among the best in the business. And so are our support programs. We offer special sales incentive plans, co-op advertising allowances, Yellow Pages co-op, sales and service training... and much more. Our support programs are designed to help you get the sale in the first place and to make a profit in every department."

"In addition, IVECO prides itself in providing the best after-sales product support in the truck industry. Product Support Managers provide in-dealership training, counsel and assistance to your parts and service personnel. Our 800 WATS lines provide full business day information and service assistance, and take emergency parts orders which are filled within 24 hours."

"IVECO has made a substantial investment in the quality of its product support service to match the outstanding quality of its products."

"Think it over. Then decide. It's time you put European Class on your financial statement."

Call us at:
(215) 825-3880
Or write:
IVECO Trucks of North America, Inc.
4 Sentry Parkway, P.O. Box 1102
Blue Bell, PA 19422

IVECO
The diesel truck that pays for itself.

NHTSA permits new type of bulletproof shield

WASHINGTON. — NHTSA will permit installation of a new type of bullet-resistant shield which can be placed behind a motor vehicle's windshield and other glass areas.

NHTSA has amended its standard on glazing materials to allow the use of a transparent, plastic shield by those needing this type of protection for their vehicles.

NHTSA said the shields are mounted completely inside the vehicle but must be readily removable to ensure that drivers can clean both sides of the shield and remove dirt that can impair visibility.

The amendment also adopts the most recent version of Standard Z26, the safety code for glazing materials published by the American National Standards Institute. This code permits manufacturers to use the latest technological developments in glazing.

NHTSA said that although the latest version of Z26 eliminates several unnecessary test requirements, the action will not have an adverse effect on safety. The new amendment is effective immediately.

Dealers donate to Olympic committee

Opening ceremonies for the Orange County (Calif.) Auto Show included the presentation of a $5,000 check from local dealers to the Orange County chapter of the U. S. Olympic Committee. Participating in the ceremony were, from left: Tom Liegler, manager of the Anaheim Convention Center; Dennis Landesmann, co-chairman of the Orange County U. S. Olympic Committee; Edsel B. Ford II, advertising manager, Ford Division; Sam the Eagle, official mascot of the U. S. Olympic Committee; Louise Murphy, general manager of Mission Viejo Mercedes-Benz and treasurer of the Orange County Auto Dealers Assn., and Ben Bay, Anaheim city councilman.

factories list auction dates

American Motors

April 3—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

April —Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 5—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

April 10—Aptco Auto Auction, Taylor, Mich.

April 11—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 12—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 13—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

April 17—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

April 18—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 19—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25 — Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason, Ia.

April 26—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 27—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Chrysler Corp.

April 3—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and NuCarPrep System, Santa Fe Springs, Calif.

April 4—Sand Mountain Auto Auction, Boaz, Ala., and Southwest Auto Auction, Phoenix, Ariz.

April 5—Clanton's Auto Auction, Darlington, S. C.

April 6—Concord Auto Auction, Acton, Mass.

April 10—Hatfield Auto Auction, Hatfield, Pa.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

April 11—Butler Auto Auction, Gibsonia, Pa., and Columbus Fair Auto Auction, Obetz, O.

April 12 — Northway Exchange, Clifton Park, N. Y.

April 13—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

April 4—Columbus Fair Auto Auction, Obetz, O.; Lakeland Auto Auction, Lakeland, Fla.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Auto Exchange, Clifton Park, N. Y.

April 11—Arena Auto Auction, Chicago, Ill.; Brasher's Southern California Auto Auction, Fontana, Calif., and Clanton's Auto Auction, Darlington, S. C.

April 12—Dallas Auto Auction, Dallas, Tex.

April 17—Harrisonburg Auto Auction, Harrisonburg, Va.

April 18—Concord Auto Auction, Acton, Mass., and Central States Auto Auction, Mason City, Ia.

April 19 — Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25—Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 26—Skyline Auto Exchange, Fairfield, N. J.

General Motors

April 5—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Skyline Auto Exchange, Fairfield, N. J.

April 9—Florida Auto Auction of Orlando, Orlando, Fla.

April 11—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

April 12 — Nashville Auto Auction, Nashville, Tenn.

April 17 — Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

April 18—Metro Auto Auction, Kansas City, Mo.

April 19—Indianapolis Auto Auction, Indianapolis, Ind.

April 25—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C., and Golden Gate Auto Auction, Fremont, Calif.

April 26—Butler Auto Auction, Gibsonia, Pa.

New Colorado auction

LOVELAND, Colo. — Western State Auto Auction, Inc., has opened here. The sale, the fourth dealers' wholesale car auction in Colorado, operates on Thursdays, according to owners Jerry and Renee Taylor.

10-year sentence given seller of stolen M-B cars

PHILADELPHIA.—Joseph A. Gavel was sentenced to 10 years in prison for selling stolen Mercedes-Benz cars in this area at "wholesale" prices.

U. S. District Court Judge Clarence C. Newcomer, in sentencing Gavel, noted that he had been placed on probation after two prior convictions for selling stolen Mercedes-Benzes.

Gavel, who is a former assistant coach of the old Philadelphia Bell professional football team, was indicted last November and pleaded guilty to charges of participating in a stolen luxury-car ring that operated from 1978 to 1983 in the Eastern U. S.

An investigation by the FBI, state and local police showed Gavel had bought expensive Mercedes-Benz cars for as little as $6,000 from car thieves.

The cars had a market value ranging from $35,000 to $70,000 and Gavel sold them to buyers in this area at bargain prices.

Used Car Sales
Auction Averages

March	$5.162
Month ago	$4,879
Year ago	$5,085

Model breakdown
Auction Averages

	March	February	January
1984	$12,302	$10,278	$10,118
1983	8,066	8,567	8,110
1982	6,357	6,218	6,338
1981	5,393	5,164	5,279
1980	4,351	4,526	4,239
1979	3,698	3,469	3,902
1978	2,744	2,421	2,589
1977	2,355	1,907	1,999
Overall Average	$ 5,162	$ 5,340	$ 5,359

auction directory

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 11 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

NEW JERSEY

GM **GENERAL MOTORS**
Brass Hat Factory Sale
For General Motors Dealers Only

Thursday, April 5th at 11 a.m. Sharp
200 Units

Join us for a complimentary breakfast from 8:30 to 11 a.m.

Centrally located
ONLY 20 miles from NYC!
Readily accessible from
NY, NJ, CN, MA, PA, DE, MD, VT, NH, VA,
via ★NJ Turnpike ★NY State Thruway ★I-95 ★I-80 ★Garden State Parkway ★78 ★287 ★280 ★46 ★23

Chev., Pont., Buicks, Olds, Cadillacs and GMC
Please call for information and Hotel/Motel reservations.

SKYLINE AUTO EXCHANGE, INC.
100 Route 46
Fairfield, NJ 07006
(201) **227-0100**
Regular 6-Lane Auction Every Tuesday at 11:00 a.m. Sharp!

MINNESOTA

Mpls. Auto Auction — Wednesday, 12:30 PM, is sale day. Only 6-lane auction in Midwest. 1135 Nathan Lane No., Minneapolis, 612-546-2403.

MISSOURI

Richard Head's Auto Auction, Columbia, Mo. Every Thurs., 12 P.M. Lease cars—will pickup. 314-474-9595. Member NAA & WAA.

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.— Fleet & Lease car spec. — Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday—11 A.M. Pickup service.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pick-up, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111, or 657-7244, Leesville, South Carolina.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas. 806-372-2206.

WASHINGTON

So. Seattle Auto Auction. The Lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, WA 98064.

PENNSYLVANIA

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